

EDITORIAL

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Dear readers,

We are now bringing to you the third edition of the seventh volume of the Public Administration and Social Management Journal - APGS. Before we get into the exact content of the papers published, we are pleased to inform you that APGS **was reclassified in QUALIS/CAPES as B2** in the area of Administration, Accounting and Tourism. I now take this opportunity to thank the former journal editors, Professor Magnus Luiz Emmendoerfer and Professor Marco Aurelio Ferreira Marques. This is certainly the result of work completed by these two in all 6-years of APGS. We would also like to thank all of the journal's staff, especially for advice from the editorial policy, the evaluators and the authors.

Another aspect we would like to inform you of is the change we are making in the APGS as of this month. To date, the Editor in Chief and Scientific Editor's activities were being carried out by me. From now on we will have a body of scientific publishers who will surely contribute to the journal's growth, whom of which I am honored to list here: Alair Ferreira de Freitas (UFV), Armindo dos Santos de Souza Theodosius (PUC-MG), Amon Barros (EAESP/FGV), Frederico Lustosa da Costa (UFF), Leonardo Secchi (UDESC) and Luiz Antonio Abrantes (UFV).

The first article of this edition was written by Edenis César de Oliveira, Fabricio Henrique Trinidad and Raquel da Silva Pereira. *Inducing public policies of local sustainable development: a study of the VerdeAzul Municipality program in the Greater ABC Region* seeks to investigate whether the criteria derived from the three directives established by the program are being met appropriately. The methodological approach includes seven of the municipalities of the Great ABC Paulista, and the data obtained from the report produced by each city and handed over to the Department of the Environment of the State of São Paulo. The results indicate that the municipalities do not comply with all policies, although they have implemented environmental education policies in order to reduce the impacts.

The second article was written by Marcelo Brutti Righi and Paulo Sérgio Ceretta. In *Temporal analysis in the revenue of the municipal government of Santa Maria*, the authors seek to quantify and evaluate the temporal behavior of the revenues of the municipal government of Santa Maria, from 2005 to 2011 in order to propose alternative financing and investments. Using time series, the authors point to the need for a prior estimate covering the existing imbalance in seasonal city collection, avoiding sanitation difficulties in spending of municipal administration that last for almost all of the current fiscal year.

Written by Libertad Jiménez Almirante and Ermelinda Silvia de Oliveira Liberato, *The cross-use of a gender perspective in projects*

*financed by the Portuguese Institute for Development Support: a pending question* is launched to investigate the treatment by Non-Governmental Organizations for Development (ONGD) to gender issues in projects financed by the Portuguese Institute for Development Support (IPAD). Based on the analysis of 223 projects financed by IPAD the authors identify only a small portion incorporating gender perspectives both for not being a priority issue by the ONGDs, as for the lack of articulation of IPAD to ensure the use of gender perspectives.

Simone Aquino and Marcia Cristina Zago Novaretti bring us *High-cost drugs: understanding the management and dispensing flaws in five Brazilian states*, which aims to understand the reasons for delivery flaws of exceptional drugs and the consequences of them for public management. From documentary research of official lists of five Brazilian states, the authors unveil the main causes which include miscommunication between the actors involved, as well as the absence of a control source and of the amount of patients from the five states of the federation.

The fifth article in this edition was written by América Zamora-Torres and José César Lenin Navarro-Chavéz. *The role of the euro ten years after its creation and the crisis of economic policy - fiscal policy - Eurozone: an analysis of Data Envelopment Analysis (DEA)* seeks to determine the efficiency levels of tax policies of 17 countries that form the Euro Zone. Using Data Envelopment Analysis (DEA), the authors indicate that the fiscal policies of most countries have not been effective, in a way that a balance between monetary policy and fiscal policy is essential.

The last article in this edition, *Motivations for adoption of behaviors favorable to the animal cause: an exploratory study*, written by Anna Carolina Rodrigues Orsini, Stephanie Ingrid de Souza Barbosa and Francisco José da Costa, intends to analyze the responses of individuals against stimuli seeking to motivate them in relation to the animal cause. This study was conducted from an experiment in which the sample was subjected to four separate appeals, and an audience of college students. Using multivariate analysis, the authors conclude that the appeals have also shown to be moderately effective in behavior regarding the animal cause.

Happy reading!

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Editor

